



# International Journal of Multidisciplinary Research and Growth Evaluation



International Journal of Multidisciplinary Research and Growth Evaluation

ISSN: 2582-7138

Received: 01-02-2021; Accepted: 16-02-2021

www.allmultidisciplinaryjournal.com

Volume 2; Issue 2; March-April 2021; Page No. 23-25

## The role of communication throughout crisis management

**Stefan Stewart**

Lecturer, Department of Mass Communication, Penn foster University, Pennsylvania, United States

Corresponding Author: **Stefan Stewart**

### Abstract

The country's political structure is connected to the media. Voters are offered political information by these, and the general public backs SME's decisions with its information content. Around the same time, they can be used to recognize social issues and are a valuable method for coping with them.

In comparison, the media is seen as protecting equality, as the existing power is blamed for a number of errors, injustices, and injustices. As a result, SMEs work at particular levels and conform to those norms established by democratic society.

**Keywords:** media, management, communication

### Introduction

The media has a particular political role to play. Monitoring social and economic trends, defining current problems, providing and triggering discussions on different attitudes and opinions, controlling the manner in which power is wielded, and seeking to provide people with an opportunity to read, their preference, and participation in democratic processes are only a few examples. They're a profound resistance to different groups' attempts to suppress peoples' democracy. However, the troubling case is that SMEs do not pledge and do not serve these democratic duties properly.

As a result, SMEs work solely economically and are dominated by those who oppose the media's multinational businesses, to a certain degree or regularly, have embraced a democratic ethos in order to support the government as a source of public power. There is a reluctance to consider the pitfalls of covering inequality and business.

One example is the well-known fact that environmental health problems are often overlooked, creating a public health danger to people. For starters, consider the article and, as a result, the update on the smoking habit. This may be attributed to the fact that corporations that sponsor SMEs forbid this form of promotion. It's also disturbing that alternatives are being introduced instead of details on the health risk posed by smoking. As a result, SMEs are effectively conspiring with industry, with the end goal of withdrawing billions of dollars from customers per year.

### Methodology

A descriptive bibliography research design was used to help the analysis backed the topic's growth, which centered on the possibility of efficient communication at a time of crisis in the educational system. Consumers' rights, on the other hand, are not secured. For this reason, the majority of states still have mass media. Of note, a big proportion of analysts assume that SMEs are, in reality, influencing and not covering market desires.

### Crisis management by SMEs

SME administration should be given particular consideration and importance. They will divert constructive criticism of a sensitive case from the general public on the emergence of the critical situation and how an organization handles the critical situation after they have successfully handled SMEs. Journalists, on the other hand, are prone to assumptions and biases. The mindset and stance that journalists are therefore the product of their work, regardless of their personal commitment or capacity to handle SMEs properly and efficiently, is not always attractive.

Journalists' work, in fact, has the appearance of not always being impartial. It is an unavoidable reality that no SME management technique will guarantee performance, but journalistic deception may help to reduce disagreements, misinterpretations, and therefore the reputation of the company that might arise after the crisis.

Managers and journalists should disagree because managers think they don't need credit for their efforts to overcome a critical situation, while journalists believe they're being blamed and their efforts are being undervalued. Journalists are faced with a crucial reality of distorting it in order to maximize viewing, while retaining an impartial role within the items they portray and in their news.

### The influence of SMEs

Since it is studied below, a variety of hypotheses discuss the issue of customer behavior's effect on the media:

- SMEs' data availability outweighs their individual data retention capability. People select their reading, viewing, and listening material based on their desires, expectations, and interests, in order to save a lot of scientific research from the newspapers.
- SMEs lack the power and substance of people's thoughts, but they do require the potential to affect how people think (regulation of the agenda)
- SMEs have the potential to affect the crisis requirements for candidates in elections and they need the ability to display human interest to particular problems while ignoring others. President Bush of the United States, for example, had his funding cut in 1992 when the media's attention switched to the imminent global crisis rather than the Gulf War.

### Conclusions

This insight comes straight from the listener during the interview process, but everyone reflects about how he lived and felt a certain case and explains it accordingly. However, while these interviews offer a safe and truthful description of what they're describing, they put SMEs in conflict with crisis managers. Of course, the tension stems from the fact that, in addition to their own personal knowledge of the incident, the emotional responses of the general population, their subjective opinion, and so on are registered. The media's narrative is selected and formed in accordance with a set of requirements, which include:

- History must be intense and compelling to be transmitted
- History should touch and relate to private stories, intimate experiences and experiences of the general public who will follow it
- History should be unpredictable and weird
- Depends on whether history has been re-introduced within the past

### References

1. Kalogiannidis S, Chatzitheodoridis F. Impact of Covid-19 in the European Start-ups Business and the Idea to Re-energise the Economy. *International Journal of Financial Research*. 2021; 12(2):56-61. doi:10.5430/ijfr.v12n2p55.
2. Kalogiannidis S. Role of Revenue Mobilisation in the Growth and Development of Economy: A Case Analysis of Greece. *Research in World Economy*. 2021; 12(2):63-76. doi:10.5430/rwe.v12n2p63
3. Kalogiannidis S. The Effects of Total Quality Management Practices and Marketing on Performance of SMEs. A Case of Selected Manufacturing Industries, Greece. *Business Management and Strategy* ISSN 2157-6068. 2021; 12(1):48-62, doi:10.5296/bms.v12i1.17995
4. Kalogiannidis S, Papaevangelou O. Impact of Business Communication on the Performance of Adult Trainees. *International Journal of Academic Research in Progressive Education and Development*. 2020; 9(3):213-222. DOI:10.6007/IJARPED/v9-i3/8154
5. Kalogiannidis S, Melfou K, Papaevangelou O. Global Marketing Strategic Approaches on Multi National Companies Product Development. *International Journal of Scientific Research and Management*. 2020; 8(12):2084-2090. <https://doi.org/10.18535/ijprm/v8i12.em08>
6. Kalogiannidis S, Mavratzas S. Impact of marketing mix strategies effective product development issues in MNCs/Retail. *International Journal of Business Marketing and Management (IJBMM)*. 2020; 5(12):118-125 ISSN: 2456-4559. [www.ijbmm.com](http://www.ijbmm.com) <http://www.ijbmm.com/paper/Dec2020/8340436187.pdf>
7. Kalogiannidis S. Covid Impact on Small Business. *International Journal of Social Science and Economics Invention*. 2020; 6(12):387-391. <https://doi.org/10.23958/ijsssei/vol06-i12/257> <http://ijsssei.in/index.php/ijsssei/article/view/257>
8. Kalogiannidis S, Melfou K. Issues and Opportunities for Agriculture Sector During Global Pandemic. *International Journal of Economics, Business and Management Research*. 2020; 4(12):204-211 ISSN: 2456-7760. <http://ijebmr.com/link/659>
9. Stavros Kalogiannidis. Impact of Plant Closures on Urban and Regional Communities: A Case Study of South Australian Gas Industry and its Workers, *International Journal of Economics and Business Administration*. 2020; 8(4):994-1010. DOI: 10.35808/ijeba/645 <https://www.ijeba.com/journal/645>
10. Kalogiannidis S. Economic Cooperative Models: Agricultural Cooperatives in Greece and the Need to Modernize their Operation for the Sustainable Development of Local Societies. *International Journal of Academic Research in Business and Social Sciences*. 2020; 10(11):452-468. DOI:10.6007/IJARBSS/v10-i11/8035 <https://hrmars.com/papers/detail/IJARBSS/8035>
11. Kalogiannidis S, Chatzitheodoridis F, Kontsas S. An Eclectic Discussion of the Effects of COVID-19 Pandemic on the World Economy During the First Stage of the Spread. *International Journal of Financial Research*. 2020; 11(6):137-153. DOI:10.5430/ijfr.v11n6p137 <http://www.sciedu.ca/journal/index.php/ijfr/article/view/18624>
12. Kalogiannidis S. Impact of Effective Business Communication on Employee Performance. *European Journal of Business and Management Research*. 2020; 5:6. <https://doi.org/10.24018/ejbmr.2020.5.6.631> <https://www.ejbmr.org/index.php/ejbmr/article/view/631>
13. Kalogiannidis, Stavros. "The role of media in disaster and crisis management" : Dissertation resume for educational and scientific assignment doctoral degree in professional field: 3.5. Public communications and Information science (Crisis Management – Electronic and Social Media). PhD thesis, New Bulgarian University, 2018. <http://eprints.nbu.bg/4058/1/RESUME%20KALOGIA%20NNIDIS%20NBU%202018.pdf>
14. Kalogiannidis S. The Role of Media in Disaster and Emergency Communication Models - Годишник на

- департамент" Масови комуникации", 2017, 195-202.  
[http://ebox.nbu.bg/mascom18/view\\_lesson.php?id=15](http://ebox.nbu.bg/mascom18/view_lesson.php?id=15)
15. Kalogiannidis S. The Role of media during a crisis Radio: The parameter of Analog broadcasting VS Digital broadcasting - Годишник на департамент Масови комуникации. 2015; 20(1):303-324. <https://www.cceol.com/search/article-detail?id=425953>
  16. Papaevangelou O. A short communication of the role of media in disaster management Education system. International Journal of Multidisciplinary Research and Growth Evaluation. 2021; 2(1):390-392. ISSN: 2582 - 7138.  
<https://www.allmultidisciplinaryjournal.com/archivesarticle/2021.v2.i1.141.pdf>
  17. Papaevangelou O. A Short Review on the Role of Social Media entities in Disaster Management System. Interdisciplinary Journal of Applied and Basics Subjects. 2021; 1(1):11 -15 ISSN:
  18. Papaevangelou O. Crisis management and theories in education. International Journal of Multidisciplinary Research and Growth Evaluation. 2021; 2(1):127-130. ISSN: 2582-7138.  
<https://www.allmultidisciplinaryjournal.com/archives/2021.v2.i1>
  19. Becker J. "Contributions by the Media to Crime Prevention and Conflict Settlement, Conflict and Communication online. 2004; 3:1-2.
  20. Boehm BW. Software risk management: principles and practices, Browse Journals & Magazines. 1991; 8(1): 32-41.
  21. Markesin. Greece of the crises. A personal essay, Ed. Livanis, Athens, 2011.
  22. Galtung J, Ruge M. 'Structuring and Selecting News' in Cohen S. and Young J. The Manufacture of News Constable. (You may also find it useful to consult the fuller version of this article in Tunstall J. ed., Media Sociology: A Reader, Constable). The classic framework, 1970-1981.
  23. Kalogiannidis S. International business Communication - IT's and Telecommunication Tools. Amazon Independently published. ISBN 979-8710833551, 2021.